

North Dakota's Census 2020 Outreach Plan

**As of
August 27, 2018**

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1. Introduction:

This document is intended to serve two separate purposes. First, it is intended to provide a road map for the state's involvement leading to a complete count of North Dakota residents in Census 2020.

Second, it is intended to document a plan for future census planners in the state as many of the individuals involved in Census 2010 and Census 2020 are unlikely to remain employed for the state at the time of Census 2030 and beyond.

The once every 10 year (or decennial census) is mandated by Article I, Section 2 of the Constitution which reads: "The actual enumeration shall be made within three years after the first meeting of the Congress of the United States, and within every subsequent term of 10 years, in such manner as they shall by Law direct."

The data collected by the decennial census determines the number of seats each state has in the U.S. House of Representatives and is also used to distribute billions in federal funds to local communities. While the number of seats that the State of North Dakota has in the U.S. House is unlikely to change after Census 2020, the same process is used to apportion legislative districts in the state.

Why a Complete Count Committee? Minorities, those in poverty, recent migrants, those legal residents elsewhere, and very rural populations tend to be the most difficult to count. They are also more likely to be consumers of federally funded programs.

2. Recommended State Approach to Census 2020:

Three primary efforts by the state and political subdivisions appear most prudent. These are:

- **Technical Effort:** This includes the Census office, county and city employees reviewing Local Update of Census Addresses (LUCA), County Review, Participant Statistical Area Program, Voter Redistricting Data Program. The purpose of these programs is to ensure that the Census Bureau has the correct data for the state in preparation for the Census 2020 count and data is reviewed after being released to ensure it is correctly applied.
- **Formation of a State Complete Count Task Force and Local Committees:** Purpose is to provide regional and local trusted voices to encourage "all" residents to participate.
- **State Supplemental Direct Marketing Targeted to North Dakota's Interest:** The purpose of this effort is to focus on the state's specific interest which are unlikely to receive special focus in the Federal Government efforts (e.g. Snowbirds).

3. Strategic Overview – Why the Census is Important:

"The distribution of political power and taxpayer's dollars is based upon how many residents are counted in an area, not how many may live there."

Reasons to participate in Census 2020



FUNDING

Nearly \$600 billion dollars of federal funds are allocated each year to local communities based upon the census and annual population estimated. In North Dakota that works out to over \$1,900 per resident per year.



PLANNING

Everything from roads to community centers to ambulance services are developed using data collected in the census.



BUSINESS

Census data is used by businesses to identify their target customers, potential work staffs and optimum business locations.

The census will determine the distribution of political power and taxpayers' dollars for the next decade. This is because voting districts and the distribution of both federal and state funds is based upon the outcome of the resident count.

This once-in-every-ten-years effort is a huge undertaking. In fact, a census is the largest non-military mobilization that takes place in the United States. Every household will be contacted by mail. Many of these will be visited in person by an employee of the Census Bureau. In North Dakota alone, more than 3,000 employees will be needed during the peak effort months of March through May of 2020.

Nationally, the decennial census dates back to 1790 when Thomas Jefferson, the first Secretary of State took on the task of counting all residents of the United States in the original 13 states plus four new states. The basic reason for the Census in 1790 was the same as it will be in 2020.

The framers of the Constitution of the United States chose population to be the basis for sharing political power rather than membership in the aristocrat, wealth or ownership of land. Article I,

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Section 2 of the Constitution of the United States reads: *“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers...”*

Each census aims to count the entire population of a country, and at the location where each person usually lives. The census asks questions of people in homes and group living situations, including how many people live or stay in each home, the sex, age and race of each person. The goal is to count everyone once and in the right place.

Representation in the Democratic Process: The United States constitutionally mandated decennial census is intended to ensure equal representation in an elected government. This is true, not only at the federal-levels, but at state-level and below.

The count from the census is used to determine the distribution of seats in the House of Representatives of the United States Congress. It is unlikely that North Dakota will regain a second seat in the House as a result of this census. In order to achieve that, North Dakota would have to gain almost 400,000 additional residents. The state is estimated to have gained more than 80,000 individuals since Census 2010, and we are certain to see a shift in voting districts in the state after 2020.

One of the best ways to ensure disadvantaged populations are treated fairly in the distribution of public goods and services is to ensure they are equally represented in the political process. This starts with ensuring they get counted in the census.

Return of Resident Tax Dollars to the State: The most recent decennial census count establishes the proportional distributions for which federal funds are distributed. Federal funds, grants and support to states, counties and communities are based on population totals and breakdowns by sex, age, race and other factors. Our state and communities benefit the most when every single resident is counted. When we respond to the census, we help our community obtain its fair share of the more than \$675 billion per year in federal funds spent on schools, hospitals, roads, public works and other vital programs.

A 2017 George Washington University analysis of federal distribution of funds indicated that there was \$1,910 in federal funds distributed in North Dakota in Fiscal Year 2015 for each resident.

Informed Decision Making: Governments at all levels, private sector business, non-profit groups and private citizens use census count every day to make choices in determining everything from where to build a bridge across a river to where is the best place to open a daycare. Census counts and the associated socio-economic statistics are a cornerstone of virtually well-conceived public and private business plans. Local governments use the census for public safety and emergency preparedness. Businesses use census data to decide where to build plants, offices and stores, and associated jobs. Developers use the census to build new homes and revitalize old neighborhoods.

It is also About the Dollars: It is easy to understand the importance of the census when you

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look at the financial figures. In fiscal year 2015, \$1,445,647,171 (\$1.45 billion) in federal funds for programs like Medicaid, highway construction, Head Start, foster care, SNAP, low income energy assistance, special education and other programs were obligated in North Dakota based upon resident count from Census 2010 and subsequent annual population estimates.ⁱ That means approximately \$1,910 in federal funds per resident was spent that year and likely on average through the decade. Of all the statistics we live with, the census count is one of the longest lasting. The census occurs only once every 10 years. This means that as we live with the results of the census for the next 10 years, the approximate costs in the state will be:

- For one missed resident - \$19,100.
- One missed household (average 2.32 persons) - \$44,312.
- A state-wide census count off by just .1 percent - \$15 million.

Extract from the George Washington University Counting for Dollars Report:

Program Title	2015 Federal Government Obligations In North Dakota
Medicaid	\$763,566,403
Highway Planning and Construction	\$237,112,547
Medicare Part B	\$120,092,401
Food Stamps (SNAP)	\$77,912,538
Title I Education Grants	\$36,788,553
Section 8 Housing	\$33,237,000
Head Start	\$32,221,909
Special Education Grants	\$29,266,979
Low Income Home Energy Assistance	\$25,735,063
State Children's Health Insurance Program (S-CHIP)	\$20,997,000
National School Lunch Program	\$19,177,631
Foster Care (Title IV-E)	\$12,878,000
Supplemental Nutrition Program for Women, Infants, and Children (WIC)	\$10,731,717
Section 8 Housing Assistance	\$10,648,622
Health Center Programs (Community, Migrant, Homeless, Public Housing)	\$9,168,808
Child Care and Development Funds	\$6,112,000

Source: <https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/North%20Dakota%20CFD%2008-18-17.pdf>

Who Gains from Participating in the Census? Everyone does! If you drive on public roads, have children attending school, or anything that uses public services or infrastructure, you have a stake in the outcome of this census. Every person needs to be counted if they reside in the state. That includes citizens and non-citizens; those here legally or not legally.

Unfortunately, those who tend to have the most to gain by being counted also tend to be the most difficult to count. As some people do not understand the impact of the data on their daily lives and their community, they are less likely to willingly participate.

North Dakota's Unique Challenges: North Dakota has several groups that are likely to present challenges in getting every last resident counted. North Dakota's large population of American

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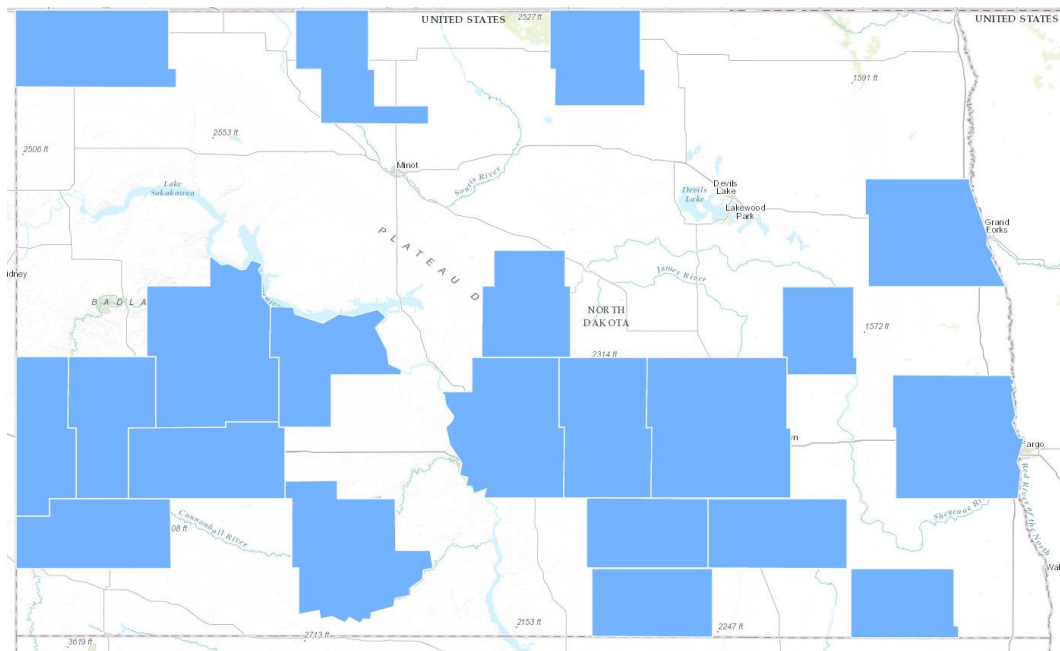
Indians, recent arrivals in the Bakken oilfield, immigrants, those in very rural areas, foreign students and legal residents of other states (generally military and students) who spend most of their time in our state represent some of the challenges to getting everyone counted.

4. Census 2010 Review:

LUCA (Local Update of Census Addresses): This program represents the only opportunity offered to tribal, state, and local governments to review and comment on the U.S. Census Bureau's residential address list for their jurisdiction prior to the 2020 Census. The Census Bureau relies on a complete and accurate address list to reach every living quarters and associated population for inclusion in the census. The Census Address List Improvement Act of 1994 (Public Law 103-430) authorizes LUCA.

Participation in LUCA 2010.

Counties that Participated in LUCA:

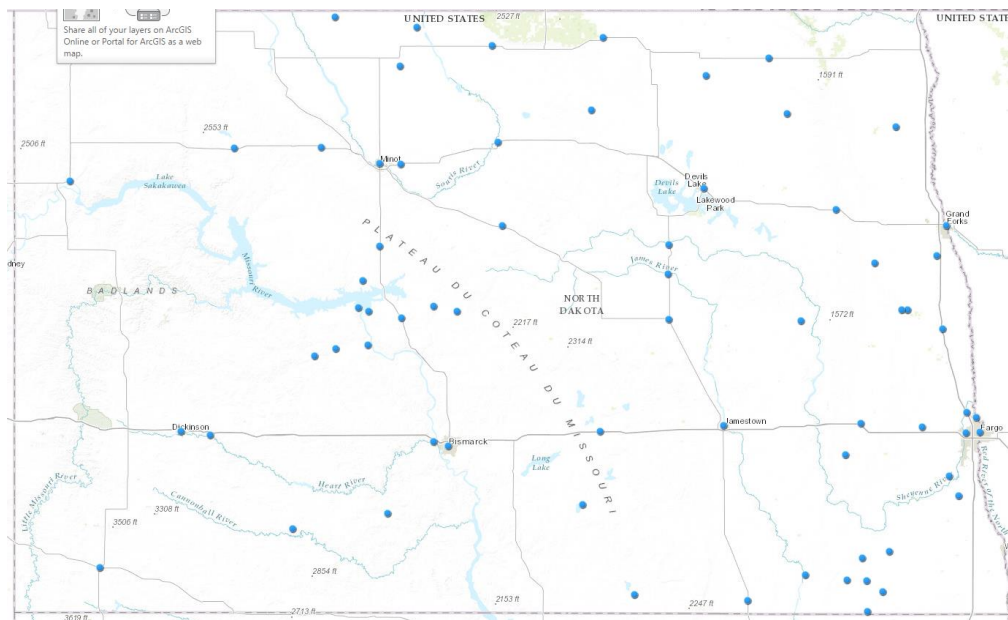


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Prior to Census 2010, 21 North Dakota counties participated in LUCA.
 Counties that Participated in LUCA prior to Census 2010 included:

Billings	Grant	Renville
Burleigh	Griggs	Rolette
Cass	Kidder	Sargent
Divide	LaMoure	Sheridan
Dunn	Logan	Slope
Golden Valley	McIntosh	Stark
Grand Forks	Mercer	Stutsman

Cities That Participated in LUCA 2010:



Prior to Census 2010, 68 North Dakota Cities Participated in LUCA.

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North Dakota Cities that Participated in LUCA in 2010: Sixty-eight of North Dakota's 357 Cities participated in LUCA in 2010. This means that less than 20 percent of cities participated in the LUCA program prior to the last census.

Ashley	Fingal	Milnor	Rutland
Berthold	Flasher	Mandan	Sherwood
Beulah	Forman	Max	Sheyenne
Bismarck	Garrison	Maxbass	Stanley
Bottineau	Gladstone	Minot	Stanton
Bowman	Grafton	Munich	Surrey
Carrington	Grand Forks	Napoleon	Tappen
Casselton	Gwinner	New Leipzig	Thompson
Cogswell	Harwood	New Rockford	Tower City
Cooperstown	Havana	Niagara	Towner
Crosby	Hazen	North River	Turtle Lake
Devils Lake	Hillsboro	Northwood	Underwood
Dickinson	Jamestown	Oakes	Walcott
Drake	Kindred	Pick City	West Fargo
Ellendale	Langdon	Portland	Westhope
Fairdale	Mayville	Riverdale	Williston
Fargo	Mercer	Rolla	Wolford

Response Rate and Non-Responders to the Census

The Census Bureau measures the percentage of individuals in a given area to respond to the initial request for their census data. Non-responders must be re-contacted, in many cases someone is sent to an address to physically check to see if someone lives there.

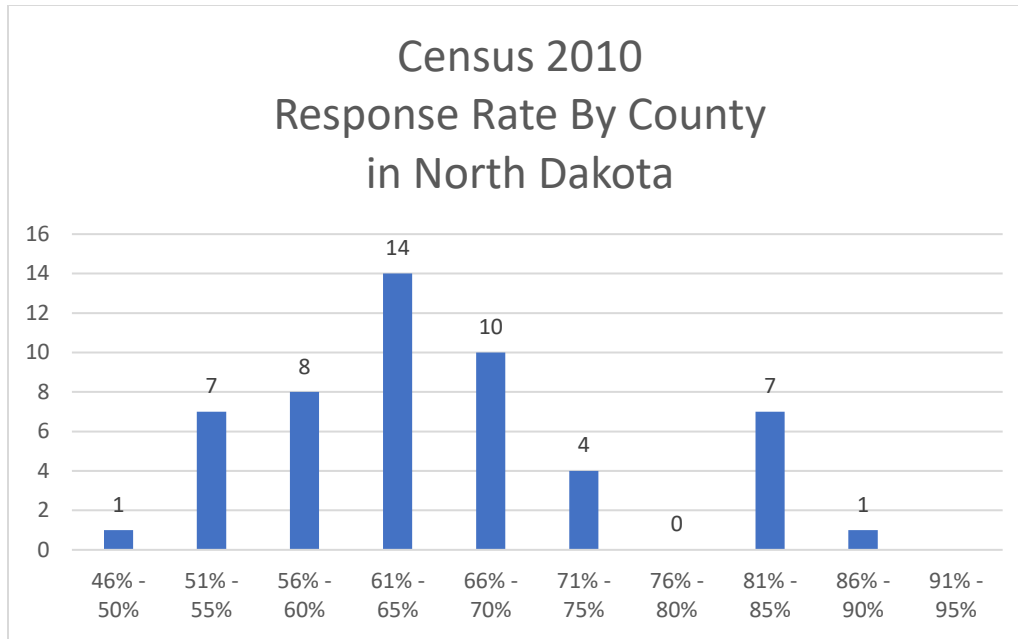
In Census 2010, North Dakota's overall response rate was 78 percent. This was down 4 percent from the preceding decennial census in 2000. North Dakota's response rate was also lower than that of Minnesota (81%) and South Dakota (76%).

Nonresponders are at risk to not be counted as their non-response must be followed up with future mailings and in person visits to their housing units.

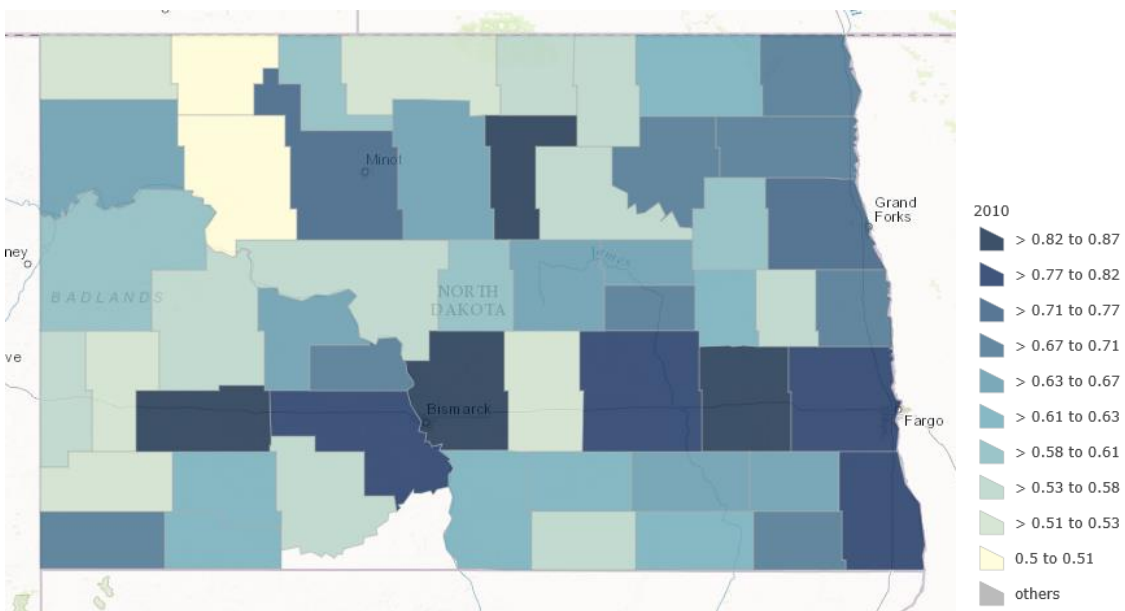
Census 2010 Response Rate by County:

County response rates to the 2010 Census varied greatly from 50 percent in Mountrail County to 87 percent in Pierce. Those counties that are more rural tended to have the lowest overall response rate.

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An area of concern is these counties also experienced a substantially lower response rate than they experienced in Census 2000. For example, Mountrail had a response rate of 69 percent in 2000. That dropped by 19 percent to 50 percent in Census 2010. Other counties including Burke, McIntosh, Rolette, Dunn, and Divide all experienced similar drops in response rates from Census 2000 to Census 2010.



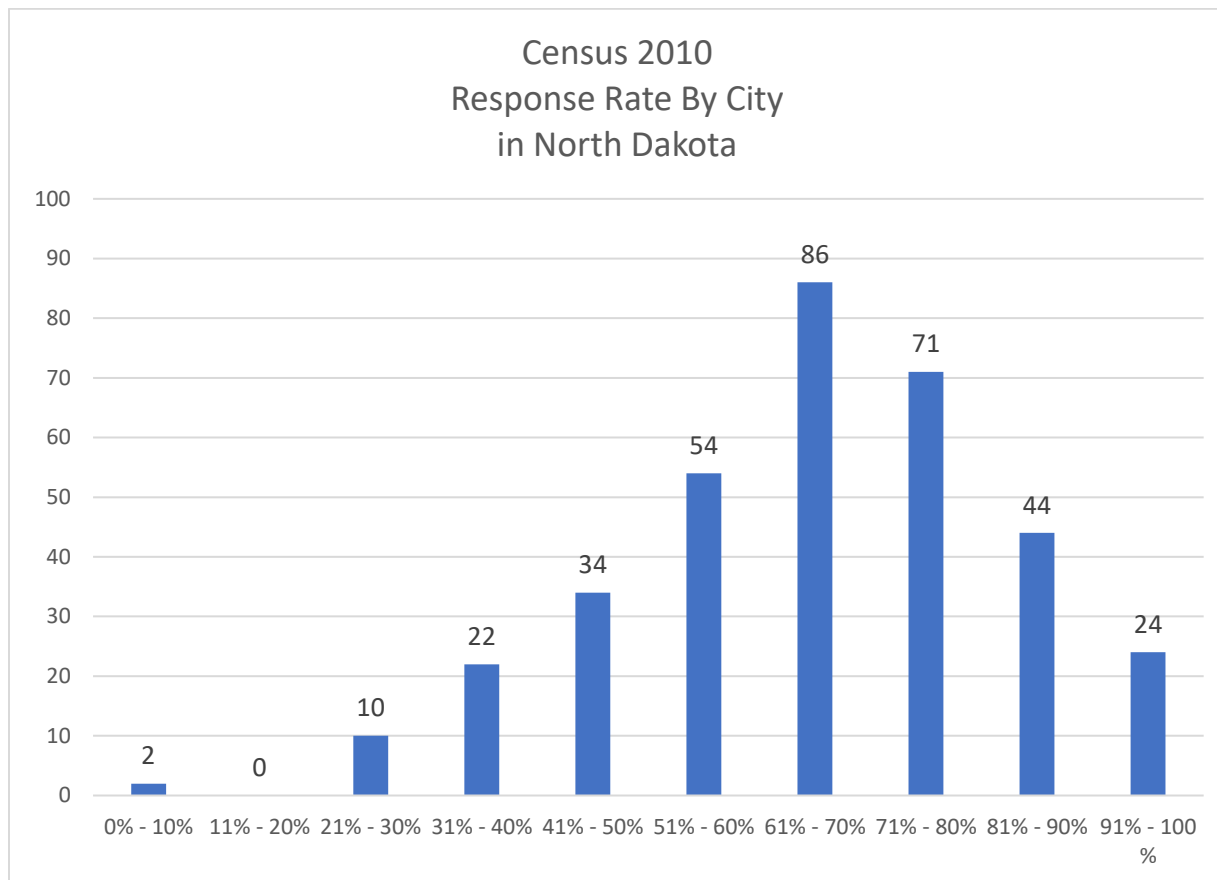
Of the State of North Dakota's nine largest counties (Cass, Bureigh, Grand Forks, Ward, Williams, Stark, Morton, Stutsman and Richland), Burleigh and Cass had the highest response rates at 84 percent and 82

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percent. Williams County had the lowest of the nine larger counties with only a 67 percent response rate.

Census 2010 Response Rate by City:

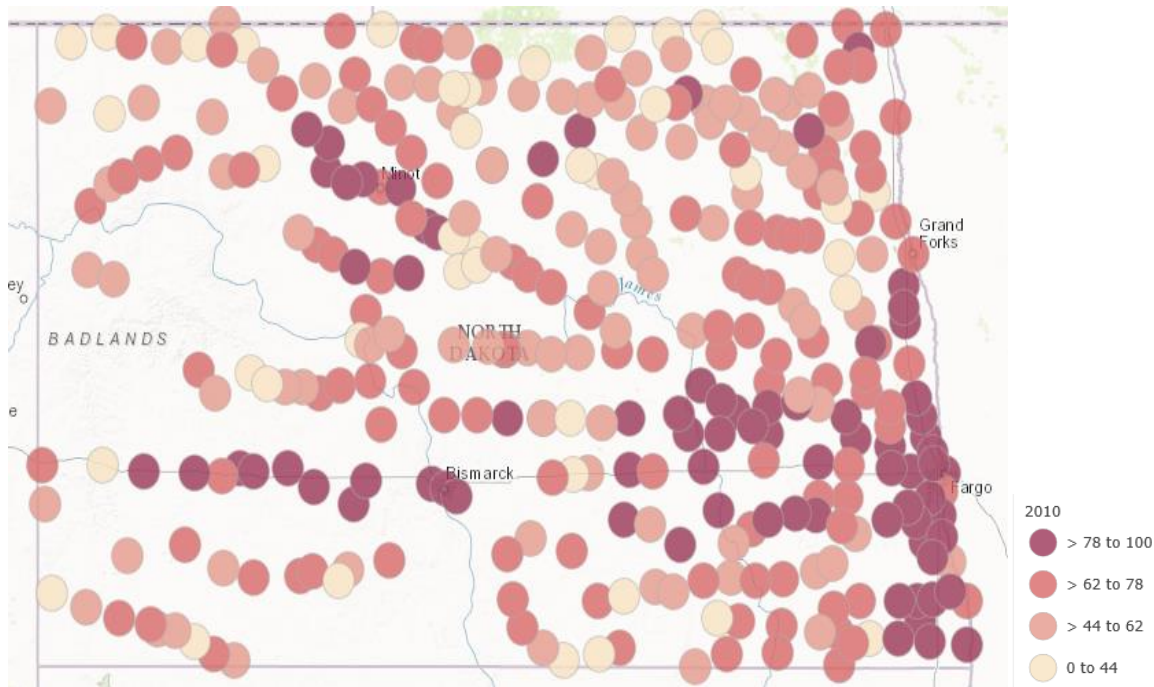
Of North Dakota's 346 cities for which Census 2010 response rates were measured (eleven fell within Census Tracts, generally on Indian Reservations, where no direct mailing occurred) the typical city had a response rate of 60 to 70 percent.



Of North Dakota's 21 cities with at least 2,500 residents, the range of response rates varied from 68 percent in Devils Lake and Watford City to 89 percent in Casselton. Of the cities with at least 20,000 residents, West Fargo with 84 percent had the highest response rate followed by Bismarck with 83 percent. Williston had the lowest with 73 percent.

Smaller, more rural cities tended to have a response rate lower than larger, more urban cities. The map below shows a tendency to cluster results by geographical area.

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5. Lessons Learned from Census 2010:

Note: Lessons learned below are a collection of issues identified from various states to identify potential issues in North Dakota. Various states took different approaches to writing their report. For example, California's comments tended to be overarching while Missouri's comments tended to focus on their State Complete Count Commissions subcommittees. Comments were collected from wherever they could be found.

General Comments regarding the overall Census 2010 effort from after action reports in California and Virginia:

- Effort to support a successful census outcome were started in early 2010. There was a general feeling that efforts should have started in the summer to early fall of 2009 (California).
- An integrated approach (in conjunction with Non-Census themed events) works best (Virginia).
- Key focus should be on reaching hard-to-count populations (Virginia).
- Engage hard-to-count communities early in the process and directly at the local grassroots level. (California).
- Make Census 2020 outreach a priority and treat the Census as an opportunity. (California).
- Invest Adequate Funding for the Census outreach effort. (California / Virginia).
- Build a diverse, multi-talented staff to the Census outreach effort. (California / Virginia).
- Collaborate with the U.S. Census Bureau early in the process to continue building a strong relationship and advocated the (state's) behalf. (California).
- Coordinate with partners around the state and provide customized materials and messages to conduct their outreach. (California).
- Engage state agencies. Provide clear direction to state agencies and departments (California).

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- Create dynamic outreach tools. Ensure outreach materials and tools are flexible and reflect both emerging technologies and face-to-face options for reaching target audiences (California).

Business Community (Missouri):

- Establish relationships with regional and national businesses to help promote the Census through their networks.
- Establish relationships with labor unions earlier.
- Engage large property management companies.
- Work with statewide business associations to develop strategies to reach the hard-to-count groups.
- Reach out to statewide organizations and develop a calendar of events and meetings held prior to the census.

Community and Faith-based organizations (Missouri):

- Start early to develop key relationships and meet often with community-based associations that serve hard-to-count populations.
- Engage them in developing strategies, at least one-year in advance of Census Day that are effective in reaching the hard-to-count populations they serve.
- Work with childcare providers to develop strategies to engage children and send home information with their parents.
- Involve ad-hoc members from community-based providers on the subcommittee.

Government (Missouri):

- Increase the level of support from legislative leaders, department leaders and statewide elected officials.
- Provide information on materials available from the Census Bureau via the website including talking points, posters, sample newsletters, fact sheets, etc.
- Ensure that state agencies, legislators and the statewide elected officials know the different phases of the Census operations to ensure continued support and involvement.
- Establish a state agency task force with key players within each agency to develop and implement outreach activities.

Higher Education (Missouri):

- Lack of interaction with the student affairs officers at each of the campuses. However, because the chief student affairs officers do not have a statewide organization with monthly meetings, it is difficult to make connections with the individuals on each campus.
- Staff dedicated solely to the statewide Complete Count Committee (Task Force), more time, and maybe even a bit of travel money would likely be needed to develop these connections.
- The Chancellor's Office was unsure about whether or not students were actually conscious of the information that was included in the student announcement to be distributed by the institutions. Anecdotal accounts seem to indicate that if the information was distributed, it may not have been perceived as important by students.
- Greater emphasis should have been placed upon strategies to make students take notice of the information that was being delivered. More feedback from each institution about how awareness

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documents were distributed, the types of promotional activities that were conducted, and specifics on the enumeration of dorms may have helped.

- A survey several months prior to Census Day seeking information about their plans for an awareness campaign, with the results publicized well in advance of the Census so that institutions could learn from each other, as well as a follow-up survey to document the effectiveness of the Chancellor's Office approach may have been beneficial.
- Another key factor that looked to be missing was a declaration of the importance of the 2010 Census by leaders, both at the state level and within the institutions themselves. It may have been a mistake not to directly involve the institutional presidents in the process. Moreover, having an influential member of the higher education community on the CCC may have been an advantage that was overlooked as well.

K – 12 (Missouri):

- The Census-in-Schools program is best supported locally. If a K-12 subcommittee is recommended for 2020, it is imperative there be a means for the subcommittee to make contact and support the local CCCs in their efforts.
- If there were additional funds available to the statewide CCC, a statewide coloring or video contest could be planned, implemented and prizes awarded.
- Without funds, encouragement to utilize the Census Bureau's Census-in-Schools program materials and to plan school- or district-wide Census Week events is what can be accomplished from the statewide subcommittee.

6. General Timeline for Census 2020 Activities:

2017:

July – December: Local Update of Census Addresses (LUCA) sign up timeframe
October: North Dakota Census 2020 web page established
September: LUCA Training offered at ND GIS Users Conference
November: First planning meeting of Complete Count Commission

2018:

North Dakota Census 2020 State budget requirements identified

February: LUCA materials mailed out and reviewed by state

April: Initial State Complete Count Task Force training

July: Census 2020 Program Statistical Area Program (PSAP) material sent out to states, regional councils and counties

August: First meeting of state's Complete Count Task Force

September: Final Census LUCA data submitted

Fall: North Dakota Census 2020 plan released

Fall: Census Bureau's partnership specialist(s) hired in North Dakota

December: Voting District Project Verification Phase I begins

2019:

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LUCA data feedback continues through May 2019

January: PSAP delineation phase begins

Spring: Census "Count Review Program" initial review of final address lists with states

May: Voting District Project Verification Phase I ends

July: Census PSAP participants notified of delineation phase closeout

July – December: Marketing to county, and tribal to establish Census 2020 Complete Count Committees

July: Count review data submission

August: Local Census Office established in Bismarck

August: In-field address canvassing and group quarters operation begins

December: Voting District Project Verification Phase II begins

2020:

January: PSAP verification phase begins

January – March: *Census 2020 Awareness Phase*

March: PSAP verification phase complete

March: Prototype P.L. 94-171 redistricting data released

March – May: Census 2020 Activate Phase

March: Door-to-door enumeration and enumeration at transitory locations begins

April 1: Census Day

May – July Census 2020 Non-response follow-up

December: Voting District Project Verification Phase II ends

2021:

Census 2020 count released

P.L. 94-171 redistricting data released

2022:

Initial count appeals submitted

Updated State population projections released

2023:

Final Census Count appeals resolved

*** *Those items in italics directly impact State Complete Count Task Force***

7. Census 2020 – The Technical Effort:

Two areas in which the state was asked to participate prior to Census 2020 include providing administrative data and participating in their Local Update of Census Addresses Program (LUCA).

Administrative Records Sharing:

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ND Dept of Human Services began providing TANF and SNAP data to the Census Bureau during the summer of 2017. This data will be used in Census 2020 as part of an administrative record check for when individuals do not show up in the Census but are receiving benefits of one kind or another.

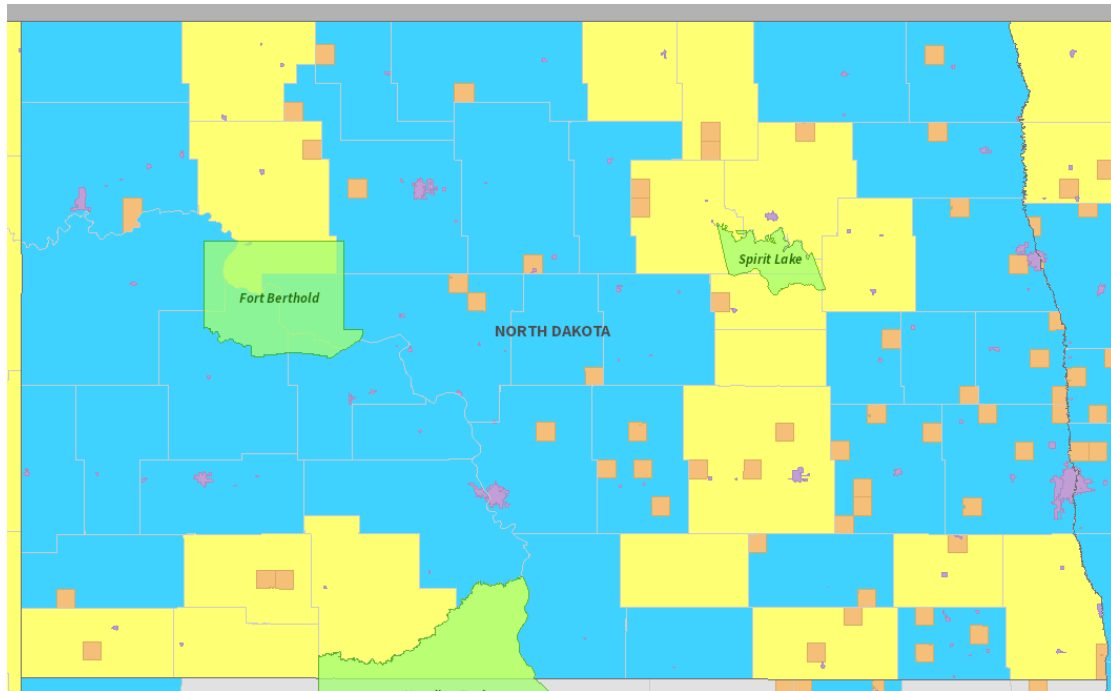
A similar request for information from the Health Department for information on Women, Infants and Children (WIC) was denied in 2017.

NetGen 911 data shared with Census Bureau in Support of Census Bureau's Geographical Support Systems (GSS) program. This program gave the Census Bureau actual address data for every county in North Dakota as the data was screened and released.

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Local Update of Census Addresses (LUCA):

In the State of North Dakota, 35 counties, 74 cities and three tribes within the state signed up for LUCA in 2017. This program allows the state and local governments the opportunity to review the Census Bureau's confidential list of addresses and recommend corrections to the bureau.



Note: As the State of North Dakota has enrolled in LUCA, those counties, cities and tribes located within the state which did not sign up for the program in 2017 can still participate under the state enrollment.

8. State of North Dakota – Complete Count Task Force/Local Committees:

Local voices are far more effective than those far away from one's home. The Census Bureau strongly encourages states and local communities to form Complete Count Committees that encourages everyone to respond to the census form when it arrives at their home.

These committees are the local trusted voices that can communicate that the census is both safe to respond to and vital for their community. The Census Bureau recommends these committees include representatives from government, business, the media, education, community organizations and religious organizations such as churches and synagogues.

These committees are encouraged to adopt their own structure based on their unique

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community needs, and develop a strategy oriented to their local requirements. The focus of these committees is to raise awareness of the census throughout their area, and to motivate every household to participate in the census by responding online, by mail or by phone.

a. Strawman Census 2020 outreach focus and action steps by community segment:

Business Outreach Objectives

Focus:

- Involve businesses in Census awareness.
- Coordinate with efforts of local chambers, statewide business associations, unions and small businesses.

Proposed Actions:

- Email blast to business, union members, etc.
- Website postings various chambers of commerce.
- Coordinate with various business associations (i.e. A Million Cups, ND Manufactures Assn. etc.)
- Utilize existing networking events to message participation in Census such as chambers of commerce to reach out to employers of Hard to Reach (HTC) populations.
- Engage large property management companies.
- Work with statewide business associations to develop strategies to reach the hard-to-count groups.
- Reach out to statewide organizations and develop a calendar of events and meetings held mid-2019 to April 1, 2020 and suggest a presentation from a member of the CCTF/CCC to educate hard-to-count groups on the importance of Census participation and collaborate with the local business community.

- Community and Faith-based Outreach Objectives:

Focus: Identify statewide, regional and local networks of social and health service providers focused on hard-to-count populations throughout North Dakota and engage members of these networks in helping to reach populations targeted by the North Dakota CCC as priorities due to potential undercount issues.

Proposed Actions:

- Provide Census 2020 materials to all places of worship.
- Contact key influential(s) within each network to share details about the importance of the 2020 Census and the potential impact in the August through October 2019 timeframe.

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- Focus on health organizations associated with community “safety net” programs, including Federally Qualified Health Centers and hospital social service units.
- Reach out to new American minority groups.
- Acquire a list of participating organizations in each network, along with contact information for outreach. Build a list for CCC to use for marketing.
- Identify statewide or regional meetings by community organizations to reach out to and seek to speak during fall and winter meetings.
- Arrange personal visits or small group meetings with various subsets in larger communities where multiple members of networks operate and where feasible.
- Work with child-care providers to develop strategies to engage children and send home information with their parents.

Government Outreach Objectives:

Focus:

- Promote the Census to community residents through state government, particularly those agencies with extensive public contacts.
- Highlight the importance of Census and what it means to the state and their districts in terms of federal dollars and representation in Congress. (Marketing)
- Promote the Census message with elected officials and engage them in effective outreach to target populations.

Proposed Actions:

- Partner with North Dakota Lottery to promote the Census on lottery tickets. (Marketing)
- Distribute posters to the Public Health Agencies through the North Dakota Departments of Health and Human Services.
- Distribute post cards through North Dakota Housing Finance Agency. (Marketing)
- Present to the House and Senate Governmental Affairs Committee.
- Distribute information to both the Majority and Minority Caucuses of the House and Senate with sample newsletter articles on Census and Census jobs recruiting.
- Send an email out on April 1, 2020, to members of the House and Senate reminding them of Census Day and gave them tips on how to encourage their constituents to participate in the Census.
- Create a Census 2020 page at the ND Department of Commerce website. (Marketing)
- Provide information on materials available from the Census Bureau via the website including talking points, posters, sample newsletters, fact sheets, etc. (Marketing)
- Ensure that state agencies, legislators and the statewide elected officials know the different phases of the Census operations to ensure continued support and involvement.
- Provide House and Senate members with a tool kit on what they could do in their legislative districts to encourage their constituents to participate in the Census.
- Brief the Governor's cabinet on Census 2020 operations.
- Offer presentations to North Dakota political parties on the importance of Census 2020. (During or prior to Awareness Phase)

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- Provide posters to Job Service North Dakota to be placed in local career centers. (Marketing)
- Provide posters to the North Dakota National Guard to be placed in Readiness Centers. (Marketing)
- Distribute Census jobs announcement through Job Service North Dakota. (Marketing)

Higher Education

Higher Education Goal:

Focus:

- Coordinating, with required feedback, student outreach efforts by all of the state's colleges, universities and post-secondary trade schools to increase participation in Census 2020 by North Dakota's post-secondary education students.

Proposed Actions:

- Provide a briefing to State Board of Higher Education and the university presidents on the importance of the Census to their institutions.
- The NDUS develops an internal plan to evaluate progress toward enumerating every student.
- Require colleges and universities to provide enumeration of dorms, sororities and fraternities to NDUS in order to ensure compliance with instructions.
- Provide each NDUS institution with a draft message in September 2019. (Timeline) consisting of bullet-point messages that advise students how to participate in the Census dependent upon their living arrangement and citizenship.
- In mid-February, the NDUS provides examples of what campuses in other states were doing to promote the Census and provided links to promotional resources specifically for post-secondary outreach made available by the Census Bureau.
- Require feedback from each institution about how awareness documents were distributed, the types of promotional activities that were conducted, and specifics on the enumeration of dorms may have helped.
- Reach out through student newspapers.
- Coordinate through student news broadcasts.
- Institute a survey to determine student awareness of the census and importance placed upon it.
- Arrange to have a message about college students' participation in the Census delivered at the beginning of classes during the week of March 30 - April 3, 2020 (Census Week). This proposal would have ensured that virtually every higher education student in the state would have received the message during Census Week.
- Send out email blast to all NDUS faculty, staff and students at the beginning of Census Week, March 30 - April 3, 2020.
- Bolster early participation in the 2020 Census by North Dakota's private proprietary education students through similar methods.

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K-12

Focus: Encourage Census 2020 awareness of all our citizens of school age and outreach to parents to ensure all children are counted.

Proposed Actions:

- Encourage school administrators, teachers and students to use the Census in Schools materials.
- Work with Census Bureau to stay on top of timelines and dissemination schedules.
- Forward monthly Census-in-School information to families using school updates January – May 2020.
- Send personal invitations to surrounding county elementary and secondary school superintendents regarding any collective event regarding the census.

b. Organization of State's Complete Count Task Force

The list below may be incomplete

- Composed of representatives of government agencies (Commerce, Job Service Higher Education, education, business, religious organizations, and the media).
- Structure of the committee

Chairman (Governor or Lt. Governor)

Administrator

Census Office, Dept. of Commerce (Kevin Iverson)

Marketing

Dept. of Commerce (Sara Otto Coleman & Jesse Bradley)

Government

State Agencies

ND Dept. of Commerce

Job Service North Dakota

ND Health Dept.

ND Human Services Dept.

Office of Management and Budget (OMB)

Association of Counties

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League of Cities

Education

Department of Public Instruction

Community and Faith-based organizations

Religious organization representatives

Diocese of Bismarck

Western Evangelical Lutheran Church in American (ELCA)

AARP

North Dakota Nonprofit Association

Media

North Dakota Newspaper Association

North Dakota Broadcasters Association

Business

ND Chamber of Commerce

Native American Indian

ND Indian Affairs Commission

New Americans

Lutheran Social Services

Group Quarters

University systems

Long Term Care Association

c. North Dakota's Hard to Count Populations and Maps of Areas

American Indian Tribe and race members: These groups have traditionally had a lower response rate nationwide.

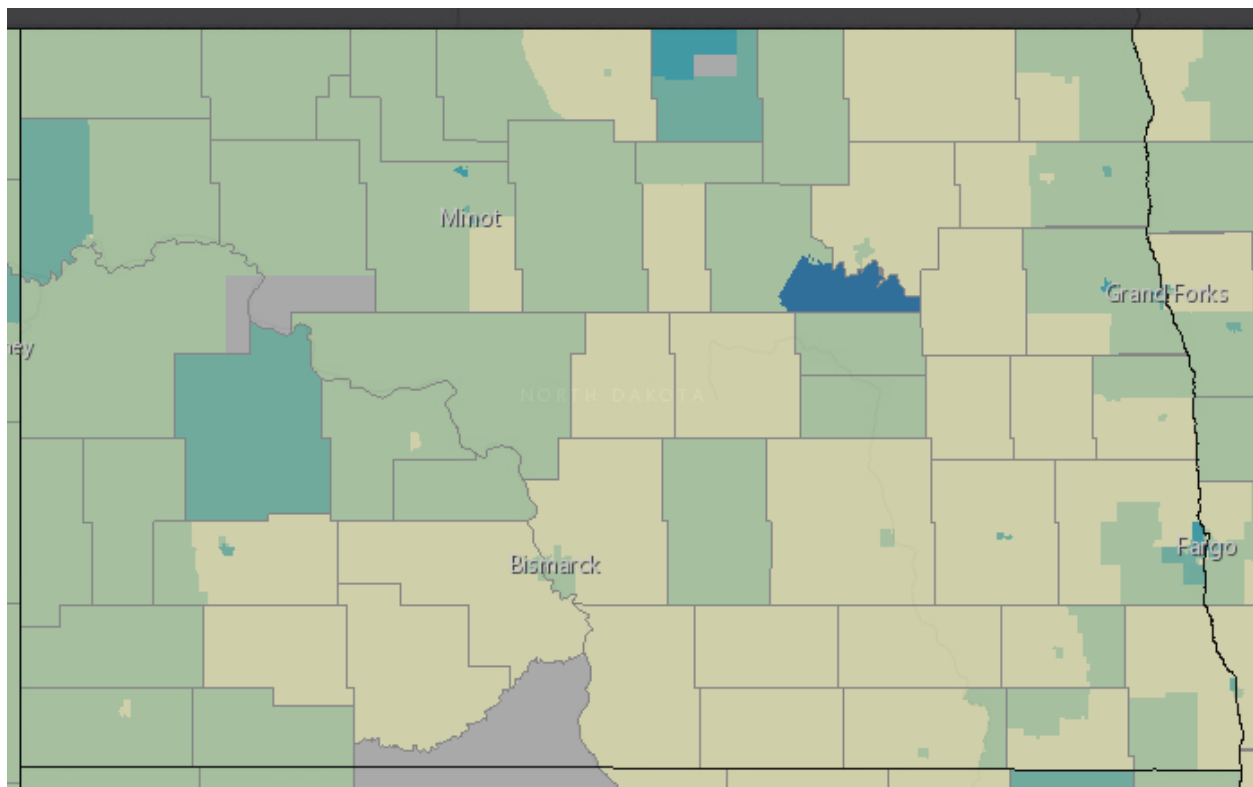
Snowbirds in southern areas (i.e. Arizona): Many retired North Dakota residents are at their second home in southern latitudes on April 1st of each year. *(In Census 2010 the State of Arizona marketed to these individuals to be counted in their state.)*

Recent Bakken area oilfield workers: Report from enumerators in 2010 indicate that many of these individuals preferred to be associated with their prior state of residence.

Military stationed in North Dakota, legal resident elsewhere: Most military individuals and their family members are legal residents of other states, retain out of state driver's licenses, vote by absentee ballot and may pay income taxes in a different state.

Students at ND Schools, legal resident elsewhere: An estimated 60 percent of students at UND and NDSU are legal residents outside the state.

Very rural populations.



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Census Bureau's identified list:

- Vacant Units (percent)
- Multi-family Housing Units
- Renter Occupied Units
- Occupied Units with More Than 1.5 Persons Per Room
- Households that are Not Husband/Wife Families
- Occupied Units with No Telephone Service
- Adults that are Not High School Graduates
- People Below Poverty
- Households with Public Assistance Income
- People Unemployed
- Linguistically Isolated Households
- Occupied Units Where Householder Recently Moved into Housing Unit

Source: <https://www.census.gov/roam>

9. State's Targeted Marketing Outreach

Marketing Objectives:

- Ensure all North Dakota CCC Census 2020 messages are consistent and relevant to their target audience in support of the mission of the State Complete Count Commission.
- Develop partnerships to maximize non-paid publicity and enhance the CCC's ability to educate about the Census 2020.
- Use paid and non-paid media, with a special emphasis on HTC Media, to advertise and publicize targeted messages to the general public and the HTC population.
- Conduct public outreach to increase awareness about the Census using key messages.
- Incorporate electronic, social marketing and nontraditional venues into a pro-North Dakota efforts.

Responsibilities:

The specific media plan should be developed during July through October 2019 and approved by November; therefore, the Task Force may have a lot of decisions to make in a short time frame to implement the media and advertising starting in January 2020.

The media plan should cover three phases to run parallel to the Census Bureau's own media campaign:

- Awareness (Jan – March)
- Activate (March – May)
- Non-response follow-up (May – July)

The North Dakota CCC's primary advertising goal is to deliver a relevant, culturally sensitive, diverse message to target audiences. Target audiences includes American Indian, Bakken area oil workers,

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retired snowbirds, college students, recently arrived immigrants, rural North Dakotans and the general public.

The advertising campaign should emphasize specific messages as they related to Census operations. These messages included emphasizing that the process is simple, important and confidential.

The advertising campaign will encourage the state's residents to fill out the form immediately upon arrival, direct them to questionnaire assistance centers and provide information about Census jobs. The media efforts were intended to compliment the U. S. Census Bureau media efforts.

Try to employ strategies that the U. S. Census Bureau was not going to implement including advertising in smaller, rural newspapers, advertising on buses and North Dakota screens.

The North Dakota CCC believes that its role as a statewide CCC was also to craft North Dakota specific messages for newspaper, radio and television.
